

Friends of the Earth – Job Description

Job title	10xGreener Business Development Analyst
Reporting to	Experiments Programme Manager
Team	Experiments
Career stage	D
Line management	None

Purpose of the role

To take forward the initial recommendations of the 2021 10xGreener Review. 10x Greener is our experimental programme to support communities to self-fund a ‘postcode gardener’ for their local area, established in 2018.

The purpose or aim is to gather the market insight and evidence to make a recommendation to Friends of the Earth about the future of the programme.

Key responsibilities and tasks

- Market research to understand the market, audiences, potential revenue streams, funding, and partnership opportunities for the postcode gardener model.
- Developing a clear vision statement and success criteria for the next stage of the project.
- Active engagement with existing local partners in this process, including through workshops.
- Project coordination
- Final project report with costed next step recommendations.

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification

Essential:

- Experience of leading market research and business development, ideally in the social enterprise or purpose-led business sector.
- Experience of developing a project from a pilot to a commercially sustainable venture
- Skills in workshop design and facilitation, in both online and offline settings.
- Experience of writing reports and presentations to communicate market insights and use these as the basis for implementable recommendations
- A background understanding of the community gardening / urban greening sector in England, including awareness of key stakeholders and funding sources.
- Able to build relationships with a range of stakeholders, from volunteers and community activists to potential donors and decision-makers.

Desirable:

- Experience of working with community-based or volunteer stakeholders.

- Good recent knowledge of the community and voluntary sector context, and /or urban greening initiatives, in at least one of our existing locations: Hackney (London), Bideford (Devon), Chester.

Our Values

Ability to demonstrate understanding and apply our values.

Integrity- We demonstrate integrity throughout everything we do, internally and externally.

Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends- To build our influence we put new and existing ‘friends’ at the heart of our work.

Accountability- We hold ourselves and other to account for our work and how we work.

Learning and Enquiring Mindset- We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved	
Date reviewed	

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.